

## #1 What to consider when contacting a user directly?

Pre-SignUp



UX Core Guide by Wolf Alexanyan  
<https://uxcg.io>



### #1 Availability heuristics

We have become a victim of associations with a negative event that has recently received widespread coverage on the Internet/media.

### #42 Illusory correlation

The object that we were associated with took a hit, which in turn hit us. For example, a criminal case was opened against a public figure who advertised our product.

### #43 Group attribution error

We are in the same domain with the object that received a blow to its reputation. For example, a number of our competitors have been caught using fraudulent schemes.

### #10 Omission bias

We have systematically ignored the importance of audience engagement. We preferred inaction, considering any communication with users as an unnecessary risk. The market/audience interpreted our inaction as indifference to our users.

### #16 Self-reference effect

In our public communication with the audience we badly touched our users' lives' personal aspects.

### #19 Conservatism (belief revision)

In our public communication, we deviated from the previous course and stopped considering our audience's beliefs and moral and ethical values.

### #72 Consensus bias

We lost touch with our audience and stopped understanding how users interpret our actions.